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## NH COLLECTION NEW YORK MADISON AVENUE TO TAKE A BITE OUT OF THE BIG APPLE IN APRIL

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Inspired by Madison Avenue's "Golden Age of Advertising", NH Hotel Group's first NH Collection property in the United States will offer stunning views over the world's most famous skyline



**London, February 17, 2020:** Manhattan is getting set to welcome an exciting newcomer to the Big Apple's hotel scene this April with the opening of NH Collection New York Madison Avenue, the first NH Collection property in the United States. The building has been transformed into an enchanting hotel that will bring its guests on a journey back in time to one of the most iconic periods of the city's history.

Located in a building inspired by the Renaissance Revival architecture of the 1920's, the hotel exudes splendour, creativity and all the buzz of the city's Golden Age of Advertising. NH Collection New York Madison Avenue will

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allow guests to soak in the ambience of 1950's Madison Avenue while enjoying all the conveniences of the new millennium. Its style is distinctly European, with a touch of eclectic elegance, while the nostalgia carries through to the property's common areas. Warm rooms with welcoming fireplaces, areas for resting in comfort and quiet but vibrantly decorated work spaces are just a few of the lobby's charms.

Surrounded by some of the most emblematic skyscrapers on New York's skyline, most of the hotel's 288 rooms offer stunning city views. With an exceptional terrace looking out over the Empire State Building, the Presidential Suite will give its guests a stunning vantage point from which to view the soul of the city. Decorated with elegant furniture crafted from walnut, both the suites and the deluxe rooms are equipped with the brand's outstanding amenities, offering guests the highest standards of comfort.

Hugo Rovira, Managing Director for NH Hotel Group in Southern Europe and the US, said: *"We are very pleased to be marking this new milestone opening in New York, raising our value proposition in the city with the introduction of our upper-upscale brand, NH Collection. The new NH Collection New York Madison Avenue embodies the spirit of this concept in the broadest sense: exceptional and meticulous attention to detail, first-class services, innovative premium products and next-generation technology, combined to create an unparalleled experience."*

## The ideal spot for exploring the city that never sleeps

NH Collection properties are always perfectly positioned in the most elegant and eclectic neighbourhoods of a city and NH Collection New York Madison Avenue is no different. Located in one of the most exciting areas of Manhattan, it is close to the landmarks that make New York one of the top ten destinations in the world.

A short walk from Grand Central Station, Times Square, Bryant Park and Broadway, the hotel is just a few minutes from vibrant neighbourhoods such as the exclusive NoMad district. Also nearby are some of Madison Avenue's most fashionable boutiques and shopping meccas such as Saks 5<sup>th</sup> Avenue, Bloomingdale's and Macy's Herald Square.

To ensure guests can make the most of the endless leisure options New York has to offer, NH Collection New York Madison Avenue's knowledgeable Guest Relations Manager will be available to help with every need.

## New York-style cocktails and a new twist on tea by NH

A strong commitment to providing creative, healthy and quality food and drink is another hallmark that sets the NH Collection brand apart. NH Collection New York Madison Avenue will tempt its visitors to socialise in true Manhattan style in its swanky cocktail bar, while sipping delightful, expertly-crafted concoctions.

Guests will also have the chance to discover the Group's new interpretation of afternoon tea at the hotel's exclusive Suite & Tea room, a comfortable area set aside for trying out top-notch infusions from all around the world, including the original Tea Gin & Tonic, accompanied by delicious sweet and savoury snacks.

For more information, visit: [www.nh-collection.com](http://www.nh-collection.com)

### About NH Collection

NH Collection is NH Hotel Group's upper-upscale brand, noteworthy for its unique and emblematic hotels in principle cities of Europe and Latin America. Based on the chain's premium value proposition, these hotels retain their local character to inspire and captivate their guests. Striving for going beyond ordinary, NH Collection Hotels are thoroughly designed for those

who want to make the most of their stays and live moments truly extraordinary through unique, creative and innovative experiences.

At NH Collection hotels, the staff provides the utmost attention to detail, attempting that guests wish to relive continuously their extraordinary experiences and get ready to feel in virtue of personalised and superior guest service. Whether for business travels or for leisure, as well as wishing to meet or seeking relaxing moments, the NH Collection hotels offer inspiring, versatile and stimulating venues for maximising creativity and enjoyment.

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